

HERBERT SMITH FREEHILLS APPOINTS NEW REGIONAL HEAD OF PRACTICE

22 September 2020 | London
Firm news

Herbert Smith Freehills has appointed [Samantha Brown](#) to the role of Regional Head of Practice for the firm's Employment, Pensions and Incentives group (EPI).

Samantha, who has been a partner in the firm's pensions team since 2013, takes over from Alison Brown who was recently appointed as a member of Herbert Smith Freehills' executive team.

Based in London, she will continue to lead the firm's UK pensions practice and will also work closely with EPI colleagues in London and across the global EPI leadership team to drive the team's UK and global strategy and growth.

Alison Brown, executive partner at Herbert Smith Freehills, says: "Sam brings a passion for collaborative problem solving and a determination to ensure colleagues contribute to the delivery of a seamless team for clients. Her enthusiasm and energy will ensure that we will continue to develop our position as a leading EPI practice."

Commenting on her appointment, Samantha, adds: "I am proud to have been asked to lead our practice in the region and so excited to do so alongside colleagues widely known for their energy, expertise and enthusiasm. At a time when employers are grappling with fundamental questions about the immediate and long-term financial planning for current and future talent, there are so many questions to help them answer and I look forward to leading a team that helps them anticipate, navigate and solve the legal issues they face."

In addition to her new role Sam is also a champion of better mental health in the workplace. She has previously been recognised as a role model on the 'InsideOut' [leaderboard](#).

MEDIA CONTACT

For further information on this news article, please contact:

**MIKE PETROOK, COMMUNICATIONS
MANAGER**

LONDON

Tel: +44 20 7466 3939

Email: mike.petrook@hsf.com